



United States
Department of
Agriculture

Natural
Resources
Conservation
Service

Resource
Economics and
Social Sciences
Division

Resource
Conservation and
Community
Development
Division

Alternative Enterprises and Agritourism

Farming for Profit and Sustainability—*Tool Kit*





OCT 13 2000

SUBJECT: ECS - Alternative Enterprises and Agritourism: Farming for Profit and Sustainability Tool Kit Distribution

TO: RC&D Coordinators and State Alternative Enterprises and Agritourism Liaisons, NRCS File code: 190-21

Requests for information about alternative enterprises and agritourism have substantially increased over the past two years. There are several reasons for this increase 1) low prices at farm and ranch gates, combined with droughts and floods, have caused farmers, ranchers, and rural communities to look for alternative income-producing opportunities; 2) people are returning to rural communities to live and farm small acreage and look for ways to generate income from the land; and 3) people are looking to replace or supplement traditional farm operations with innovative on-farm or on-ranch ventures.

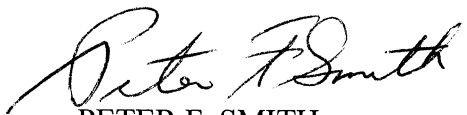
The Resource Economics and Social Sciences and the Resource Conservation and Community Development Divisions developed the "Alternative Enterprises and Agritourism: Farming for Profit and Sustainability" tool kit in response to the increased requests for information. Our goal is to provide a wide selection of reference information. The attached tool kit is designed for NRCS field staff, farmers, ranchers, and community leaders, who are interested in learning about alternative enterprises and agritourism opportunities.

The tool kit will guide users to people and information that is available at the local, State, regional, and national levels. Title pages and tables of contents from books, publications, video summaries, and brochures are included in the tool kit. There are some NRCS "Information Sheets," draft "technical notes," and other explanatory papers included. No attempt was made to determine if one publication or source is better than another. Our inclusion of information is totally based on availability, following a search of personal, hard copy, and electronic sources. Information on where to order the publications by telephone, mail, e-mail or the web is also included. The cost is cited, if known. Users should order the material they are interested in using.

The tool kit is divided into 18 chapters. The beginning of each chapter contains a "table of contents and abstracts" that summarizes what topics are available in books, papers, videos, publications, and/or brochures. In most cases, the titles and table of contents of each publication are included in the chapter, or the title only is cited. For organizations with

numerous publications, only the titles of the publications and, in some cases, only the organization's web sites with detailed information are listed.

We thank the Cooperative State Research, Education, and Extension Service; Agricultural Marketing Service; National Agricultural Library; and Rural Business-Cooperative Service for their help in developing this tool kit. Over the next few months, we would like to collect more information from reviewers and users. Please send your information to James Maetzold, National Alternative Enterprises and Agritourism Leader. He can be reached at (202) 720-0132, by email (jim.maetzold@usda.gov), or fax (202) 720-6473. If you have questions, call him at (202) 720-0132. This information will be added to the tool kit as it is being placed on and updated on the RESSD web site www.nhq.nrcs.usda.gov/RESS/econ/ressd.htm.



PETER F. SMITH
Director, Resource Economics and
Social Sciences Division



JOAN M. COMANOR
Director, Resource Conservation
and Community Development Division

Attachment

A Guide for Using the ALTERNATIVE ENTERPRISES AND AGRITOURISM: FARMING FOR PROFIT AND SUSTAINABILITY TOOL KIT

What is in the tool kit?

This tool kit is a reference manual for you or others working on alternative enterprises and agritourism. The loose-leaf notebook allows you to update and expand the tool kit to meet the needs of your area. It is divided into 18 chapters that address alternative enterprises and agritourism. These chapters are:

- I. Alternative Enterprises and Agritourism Introduction
- II. Organizing a Workshop
- III. Assessing Natural Resources for Alternative Enterprises
- IV. Conservation Opportunities
- V. Alternative Enterprises and Agritourism Categories
- VI. Success Stories
- VII. Decision Making and Business Planning
- VIII. Marketing
- IX. Tourism Development
- X. Nature-Based Tourism
- XI. Heritage and Cultural Tourism
- XII. Liability Insurance
- XIII. Regulation and Legal
- XIV. Outreach
- XV. Resource People
- XVI. Web Site List
- XVII. Trends and Data
- XVIII. Resources
- XIX. Blank
- XX. Blank

The contents of each chapter is preceded by it's own "Table of Contents and Abstracts." This "Table of Contents and Abstracts" includes a short statement about each publication, book, video, paper, report, brochure, etc. included in the chapter. In many cases, the publication or book is applicable to several of the chapters, *but it is only listed once*. The material following the "Table of Contents and Abstracts" contains (1) a copy of the book, publication, etc. title page and its table of contents; (2) the entire publication; and (3) full color brochures. In some cases when a publication or book table of contents is not available, but is very relevant to the chapter, it will be noted in the "Table of Contents and Abstracts." In all cases, how to obtain a book, publication, etc. will be identified with a telephone number, address, web site, or e-mail address.

No attempt was made to determine if one publication or source is better than another. Our inclusion of information is based totally on availability to us. There tends to be some overlap of information in some of the publications, but all of them are included to show what is available in a publication or on a web site. Users should order the material they are interested in using.

How should the tool kit be used?

The “Table of Contents and Abstracts” for each chapter should be reviewed for topics of interest. A quick review of the contents of the topics of interest will help set the stage for the search of information.

The “Table of Contents and Abstracts” is designed for the field staff to share the information available in each of the chapters in the tool kit with the public. An interested person can be given a copy to review. The next step would be to return to your office and review the respective information of interest in the appropriate chapters. Finally, the desired material may be ordered or viewed on the Internet. The list of web sites and resource people may also be used to gather more in-depth information on the topic of interest. Telephone numbers, emails, and web sites are identified for use by the local public or you. There is a wealth of information available and much of it is in your state. Many community development specialists also have agritourism responsibilities.

Anyone who receives a copy of a chapter’s “Table of Contents and Abstracts” or that of all the “Table of Contents and Abstracts” will have all the information identified in the tool kit. They will be able to request the material of interest, access the web for information and in most cases talk to or email the authors identified in the tool kit.

What is available electronically?

The “Table of Contents and Abstracts” information can be forwarded to you by e-mail for your distribution and use. It will be updated as soon as new information is reviewed. The latest version will be on file in Resource Economics and Social Sciences Division (RESSD). The “Alternative Enterprises and Agritourism Manual” distributed at the National RC&D Conference in June 2000 is available in hard copy, e-mail and on the RESSD web site. The tool kit will be placed and updated on the RESSD web site

www.nhq.nrcs.usda.gov/RESS/econ/ressd.htm.

Where do I get additional assistance?

An “Alternative Enterprises and Agritourism Liaison” has been identified in each state office. See TAB XV for a listing. You may also contact call James Maetzold at 202-720-0132 or email him at jim.maetzold@usda.gov or call the RESSD at 202-720-2307.

**ALTERNATIVE ENTERPRISES AND AGRITOURISM:
FARMING FOR PROFIT AND SUSTAINABILITY TOOL KIT**

Feedback Form

Please comment on the information in each of the chapters. This information is **VERY IMPORTANT TO US** to develop better tool kit for you in the future. Then, Fax 202-720-6473, e-mail: jim.maetzold@usda.gov, call 202-720-0132 or mail your comments to: James A. Maetzold, National Agritourism, Recreation and Alternative Enterprise Leader, USDA/NRCS, PO Box 2890, Washington, D.C., 20013

1. What is your overall assessment of the tool kit?
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
2. Alternative Enterprise and Agritourism Introduction
 - a. What did you like best? _____
 - b. What did you like least? _____
 - d. Suggested improvements! _____
3. Organizing a Workshop
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
4. Assessing Natural Resources for Alternative Enterprises
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
5. Conservation Opportunities
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
6. Alternative Enterprises and Agritourism Categories
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
7. Success Stories
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
8. Decision Making and Business Planning
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
9. Marketing
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____

10. Tourism Development
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
11. Nature-Based Tourism
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
12. Heritage and Cultural Tourism
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
13. Liability Insurance
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
14. Regulation and Legal
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
15. Outreach
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
16. Resource People
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
17. Web Site List
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
18. Trends and Data
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
19. Resources
 - a. What did you like best? _____
 - b. What did you like least? _____
 - c. Suggested improvements! _____
20. Other comments or suggestions.

HELP NEEDED!!

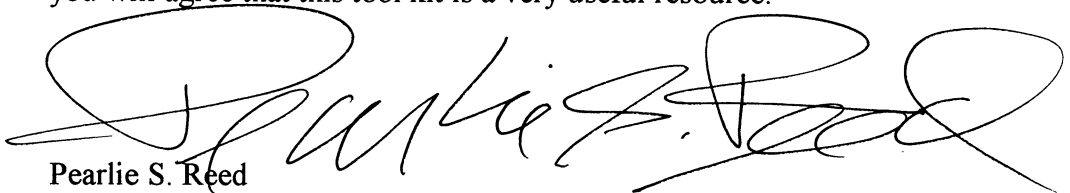
Please email other good references and resource materials that you think should be added to the list of web sites, resource people or publications, newsletters, books, magazines and workbooks. Email: jim.maetzold@usda.gov

Foreword

Agricultural methods and the techniques we use to conserve natural resources are constantly changing. One of the great challenges posed by these changes is how we can conserve our resource base in ways that help people and communities prosper. To assist our customers and partners in meeting that challenge, the Natural Resources Conservation Service (NRCS) and several other Department of Agriculture agencies, along with land grant universities and partners from the private sector, created "Alternative Enterprises and Agritourism: Farming for Profit and Sustainability."

This tool kit is a response to the growing number of requests that we and our partners receive from individuals and community leaders who want to get involved in alternative enterprises and agritourism. It will help farmers, ranchers, and communities to seek greater economic security and better environmental quality. Limited resource farmers, owners of small farms, and people who have relocated to rural areas will find it an outstanding source of ideas for ways to generate income from their land.

NRCS and its partners have a longstanding tradition of working together to provide farmers, ranchers, and other private landowners with practical and highly researched information that helps them find and sustain the balance between a healthy resource base and economic strength. I am certain that you will agree that this tool kit is a very useful resource.



Pearlie S. Reed
Chief, Natural Resources Conservation Service
U.S. Department of Agriculture

ALTERNATIVE ENTERPRISES AND AGRITOURISM: FARMING FOR PROFIT AND SUSTAINABILITY TOOL KIT

Table of Contents

- I. Alternative Enterprises and Agritourism Introduction
- II. Organizing a Workshop
- III. Assessing Natural Resources for Alternative Enterprises
- IV. Conservation Opportunities
- V. Alternative Enterprises and Agritourism Categories
- VI. Success Stories
- VII. Decision Making and Business Planning
- VIII. Marketing
- IX. Tourism Development
- X. Nature-Based Tourism
- XI. Heritage and Cultural Tourism
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Alternative Enterprises and Agritourism: Farming for Profit and Sustainability Tool Kit

Guidelines for Ordering Brochures and Publications

There is a total of seventeen printed publications in the tool kit that are not on the pdf file. The publications are listed in the “Table of Contents and Abstracts” at the beginning of each chapter along with information on how to order. To facilitate the ordering and location of these publications, that information is repeated here to assist you. All of these publications are free. The listing and how to order by chapter follows.

- I. Alternative Enterprises and Agritourism Introduction
 - Alternative Enterprises—for Higher Profits and Healthier Land
Call 1-888-LANDCARE or to view the brochure go to
www.nhq.nrcs.usda.gov/RESS/econ/ressd.htm
 - Resource Conservation and Development: Partnerships Serving America’s Communities
Call 1-888-LANDCARE
 - Grazing Lands Enterprise Diversification
Call Larry Butler at 817-509-3220
- II. Organizing a Workshop
- III. Assessing Natural Resources for Alternative Enterprises
- IV. Conservation Opportunities
 - Conservation Buffers Work...Economically and Environmently
Call 1-888-LANDCARE
 - Growing Carbon: A New Crop That Helps Agricultural Producers and the Climate Too
Call 1-888-LANDCARE
 - Working With Wetlands AIB 672
Call 1-888-LANDCARE
- V. Alternative Enterprises and Agritourism Categories—
 - Working Trees for Agriculture
 - Working Trees for Livestock
 - Working Trees for Wildlife
 - Working Trees for Communities
 - Working Trees for Treating Waste
 - Working Trees for Carbon Cycle Balance
For “working trees” publications, call at 402-437-5178 ext 11
 - Resources from the Sustainable Agriculture Network Call 202-720-5203

- VI. Success Stories
- VII. Decision Making and Business Planning
 - Ponds—Planning, Design, Construction—Insert in back pocket
Call 1-888-LANDCARE
 - Communities and CET—A Partnership for Progress—JIM
Call Randy Williams at 202-720-0743
- VIII. Marketing
 - Marketing Strategies for Farmers and Ranchers
Call 202-720-5203
 - Understanding Cooperatives: Agricultural Marketing Cooperatives. Cooperative
Information Report 45, Section 15
Call 202-720-3350
 - Farmer Direct Marketing Program Brochure—Jim
Call 202-720-8317
- IX. Tourism Development
- X. Nature-Based Tourism
- XI. Heritage and Cultural Tourism
- XII. Liability Insurance
- XIII. Regulation and Legal
- XIV. Outreach